

***NCCIC Is a Service of the Child Care Bureau***

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## **ACTIVITY: DEVELOPING THE COMMUNICATION PLAN**

### **Suggestions for Presenters**

1. Distribute the *Communication Plan* handout to the large group. Discuss the elements of formal and informal communication plans.
2. Divide the poster board into two columns. Ask the group to list the elements that would need to be included in a formal communication plan, and list the answers in the left column of the poster board paper.
3. Ask for descriptions of partnerships that needs a communication plan, and write them on a second poster board. (e.g., Head Start/Pre-K/Child care collaborative that is meeting to discuss cost sharing for extended day care.)
4. Divide the participants into small groups, with five to seven members each. Have each group choose someone to report back to the larger group.
5. Ask each group to choose a description of a partnership and to create a strategy for a communication plan for each element listed on the poster board.
6. Wrap up the exercise by asking the reporter from each group to summarize the group's ideas for creating a communication plan.

### **Materials Needed**

- Easel, large poster board, and markers

### **Handout**

*The Communication Plan*